



PROGRAMMA SVOLTO DAL DOCENTE DISCIPLINARE

ANNO SCOLASTICO:	2019-2020
CLASSE:	5CR
DISCIPLINA:	LINGUA INGLESE
DOCENTE:	MAFFIOLI PAOLA
TESTO IN USO:	Down to Business, Gaia Ierace, Paula Grisdale, Loescher ed. Training for Successful INVALSI, Pearson ed.

PROGRAMMA DETTAGLIATO (IN PRESENZA)

- What is marketing? The marketing approach pg:120,121, 122,
- What is marketing: Marketing for dummies (listening and comprehension) ex:1,2 pg:123
- Marketing for global companies(culture in business)reading and comprehension pg:124,125,126
- Business writing: Sales letters(1,2 pg:127),how to write a sales letter
- Introduzione al marketing mix , the Marketing mix: video, reading and exercises pg.130,131,132
- Marketing events: Report about world fair trade day(group work)pg.133
- unit 3 "Online marketing" reading and comprehension ex:1,2,3 pg:138,139
- Reply to enquiries(focus on quotations) pg.166,167,168 and phraseology e layout of written enquiries (pg:153), re-order enquiries ex:2,3,4 pg:154,155
- Offers: phraseology and lexis(Offer and reply to offers)
- Orders: placing orders
- Phraseology: Key sentences for writing an order
- Tips for a promotional newsletters(consegnata fotocopia), produzione di una newsletter

PROGRAMMA DETTAGLIATO (A DISTANZA)

- Portfolio personale (ascoltare musica in inglese e cercare di capire il testo prima senza leggerlo e poi leggendo e scrivere commento e spiegazione della canzone scelta, guardare film, documentari, notiziari, reality shows, video di youtube... quello che piace e interessa con audio in inglese e scrivere breve riassunto e



commento, leggere e prepararsi a riportare un articolo di attualità utilizzando le fonti già suggerite a disposizione online)

- Reading Coronavirus (Portfolio)
- BBC- 6 minute English (CIRCULAR ECONOMY)
- Business wrting: writing a letter of complaint
- Business writing: reply to complains
- International Trade: Import and Export, Deregulation or Protectionism
- Ethical Trading pg.255
- Culture and Work styles in the Bric Countries pg:264,265,266,267
- International Trade: Mapping the Territory of business transactions pg:272,273
- Bank of England pg:280,281
- The Wall street Crash: going bankrupt pg:303,304,305
- Microcredit: Entrepreneurship in the third world pg:306,307
- The roaring twenties in the USA: The new deal pg.384,385

Il Docente

PAOLA MAFFIOLI

(firma autografa sostituita a mezzo stampa)